

Web Technology Workshop

Innovation,
Collaboration,
Ubiquity and Mobility

Date: 28 – 29 July, 2008

Web 2.0, User generated content and Social networking

Ajit Jaokar

Devlin House
36 Saint George Street
Mayfair London W1S 2FW UK
ajit.jaokar@futuretext.com

This two-day seminar is designed to cover Web 2.0, user generated content and social networking

The course starts with an understanding of Web 2.0, Social networking and User generated content. We then discuss the underlying principles behind these trends including concepts like the social graph, dataportability, network effects etc. The course also covers Web 2.0 business models; social factors; social software(wikis etc); impact on traditional media(like newspapers) and their reaction to user generated content; impact on brands, enterprises and industry verticals;Rich Internet Applications(Ajax);Mobility, OpenSocial; Operational issues and others (detailed outline below)

The format will be interactive and discussion oriented. The content is not technical and is designed to appeal to strategists (technology and business). The content will emphasize the newer developments and trends. No prior knowledge of Web 2.0 or social networking is assumed.

Intended Audience:

- Business strategists
- Technology strategists
- IT managers
- Developers
- Entrepreneurs creating new services
- Content providers
- Media
- Web designers
- Anyone who has an interest in social networking including specific verticals like government, healthcare, transportation etc
- Telecoms operators, device manufacturers, Mobile industry personnel etc

Detailed outline

- Understanding Web 2.0
- Understanding Social networking
- Understanding User generated content
- Understanding the new world of Content covering movies, music, news, blogging and podcasting
- Principles of social software(Dataportability, metadata, consume content away from source, Cloud computing, Microformats, Semantic web, social graph, network effects etc)
- Business models for Web 2.0, social networking and user generated content
- Platforms and implementation(Blogs, Wikis, widgets, social bookmarking, APIs(ex facebook API) etc)
- Social factors, community building and user interaction
- Impact on traditional media(like newspapers) and the reaction(strategies) from traditional media i.e. how existing content providers are using their content in conjunction with new user generated content
- Impact on brands
- Impact on enterprises
- Impact on industry verticals(education, government etc)
- OpenSocial and its impact on social networking
- Web 2.0 design including Rich Internet Applications(Ajax, Silverlight, Google gears) etc
- Mobility, convergence, Market evolution and scenarios, future trends
- Impact on society and social services - government, Education

- Operational issues: Threats, opportunities, legal, social issues, trust, copyright etc